



Project Report

Methods & Reproducibility

13 May 2015

Research on behalf of:

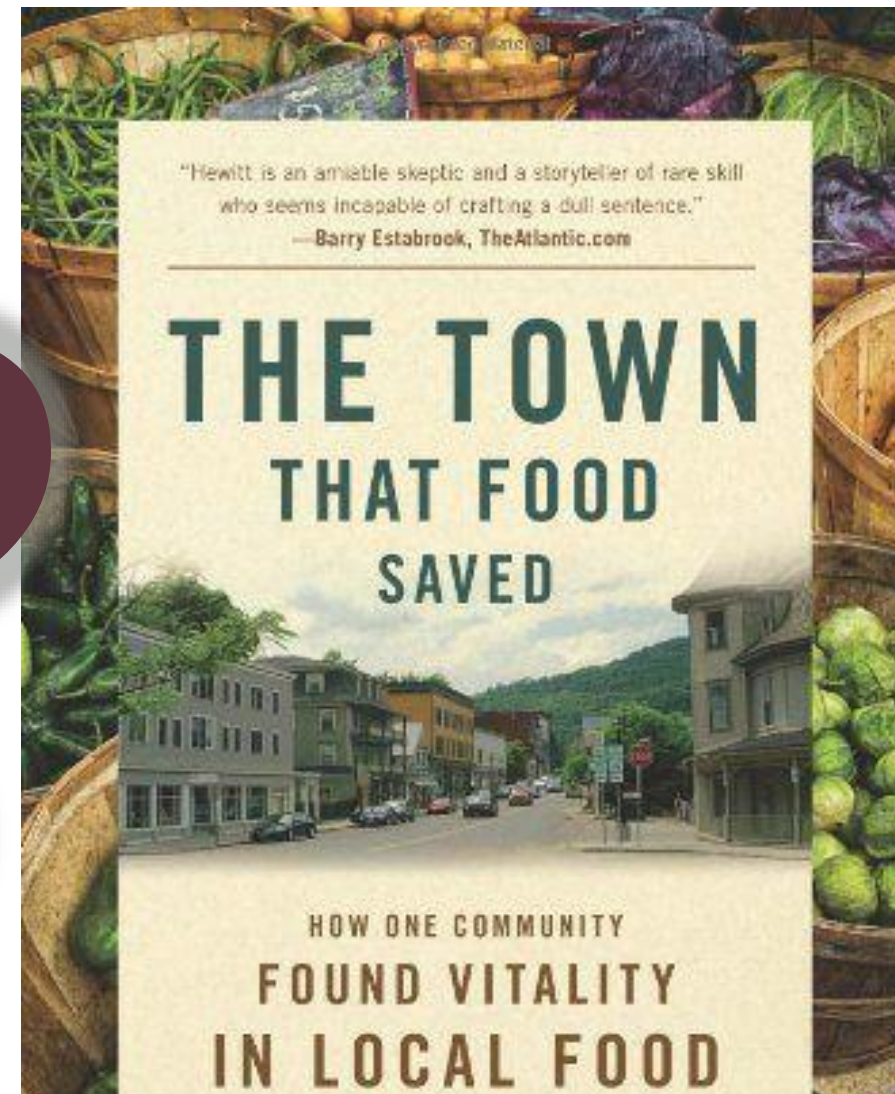


By



UNIVERSITY OF ILLINOIS
EXTENSION

Nancy Smebak, Research Assistant
University of Illinois at Urbana-Champaign
August 2014 – May 2015
Kathie Brown and Dr. Mary Edwards, Advisors

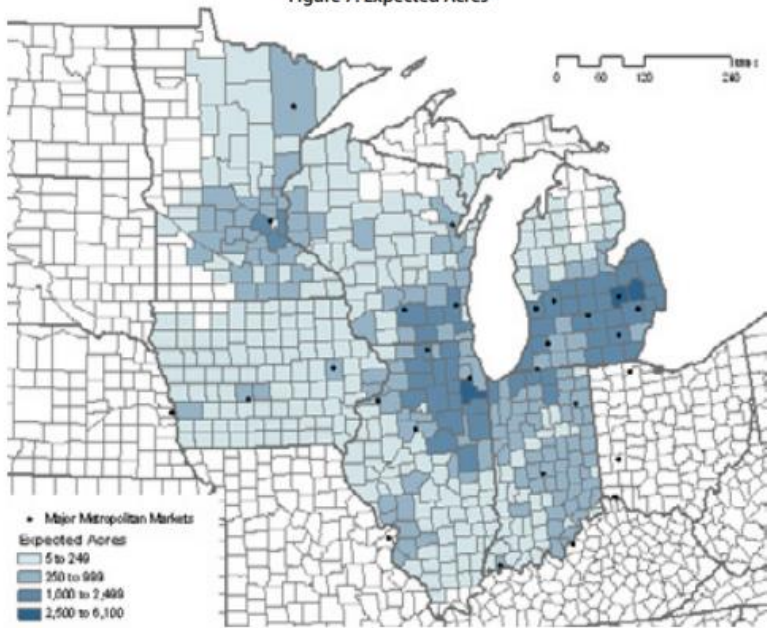


The Economic Potential (Promise?) of Local Food



Production Capacity

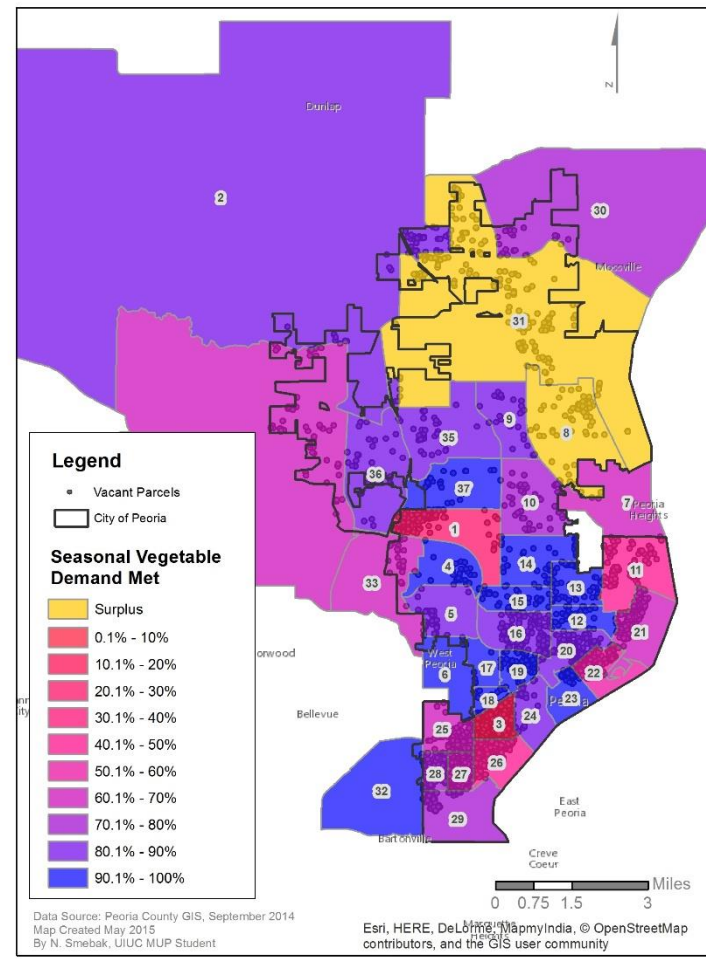
Figure 7: Expected Acres



(Swenson 2010) Estimated acres to meet seasonal local produce demand in major metropolitan areas

Peoria & Woodford: 250-1,000 acres
Tazewell: 5-249

Summer Vegetable Demand Met, by Census Tract



Vacant parcels in the City of Peoria can produce vegetables to meet 30% of USDA Recommended Daily consumption for 20-week summer season

Vacant Parcels	Total Vacant Acres	Available Acres	Vegetable Production (Lbs)	Seasonal Demand Met (%)
2,217	1,114	822.0	7,398,605	29.8

Economic Impact Assessments

“Central Illinois Local Farm & Food Economy” Report (K. Meter, 2011) :

\$5.8 Billion

lost outside the region

ESRI Business Analyst Online 2014
Profile for Peoria MSA:

\$15 million

unmet demand for specialty foods

New Market Ventures’ Local
Food MarketSizer estimates:

\$73 million

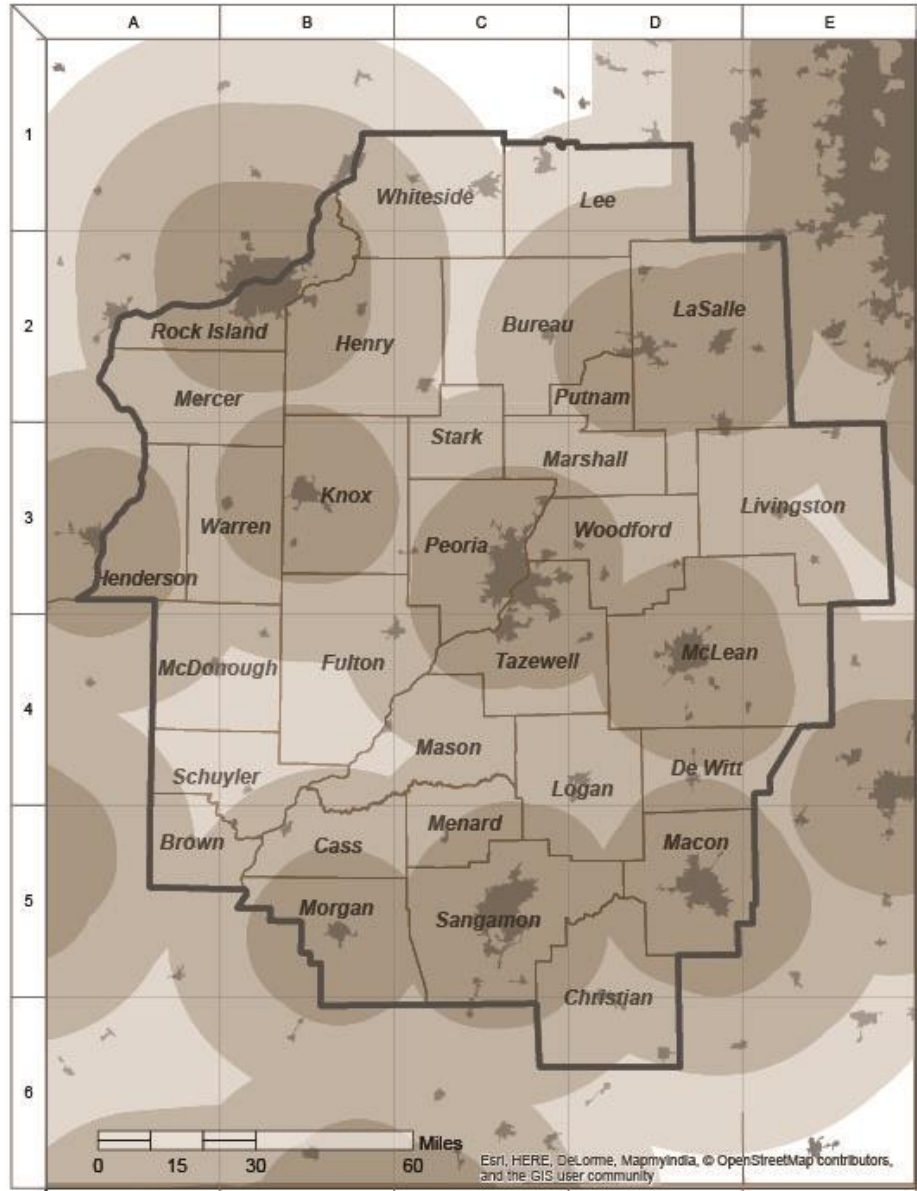
Unmet market potential
for local vegetables

&

\$120 million

Unmet market potential
for all local foods

Greater Peoria Region: **Counties**

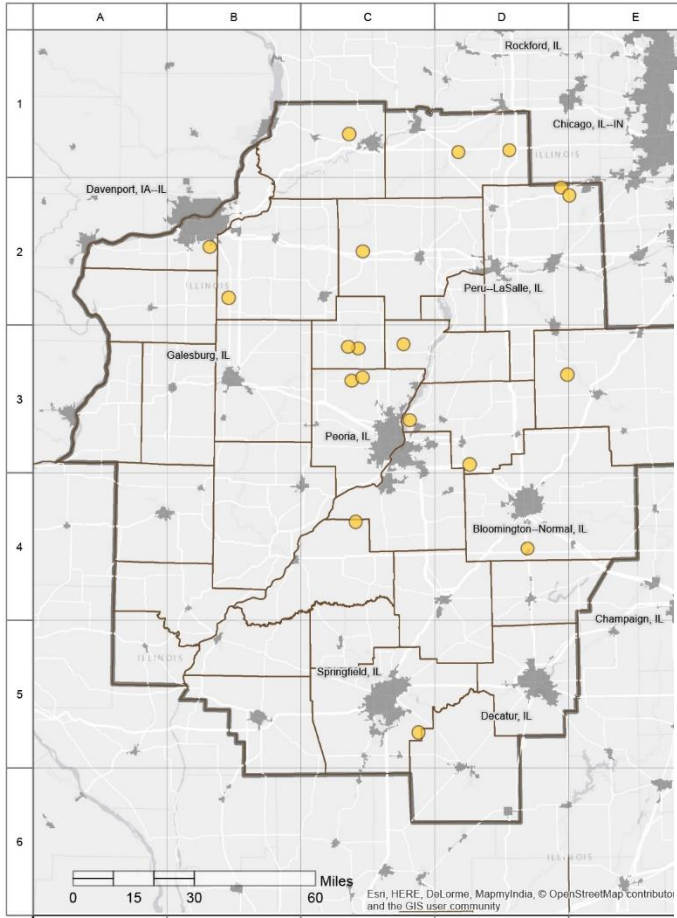


Greater Peoria Foodshed

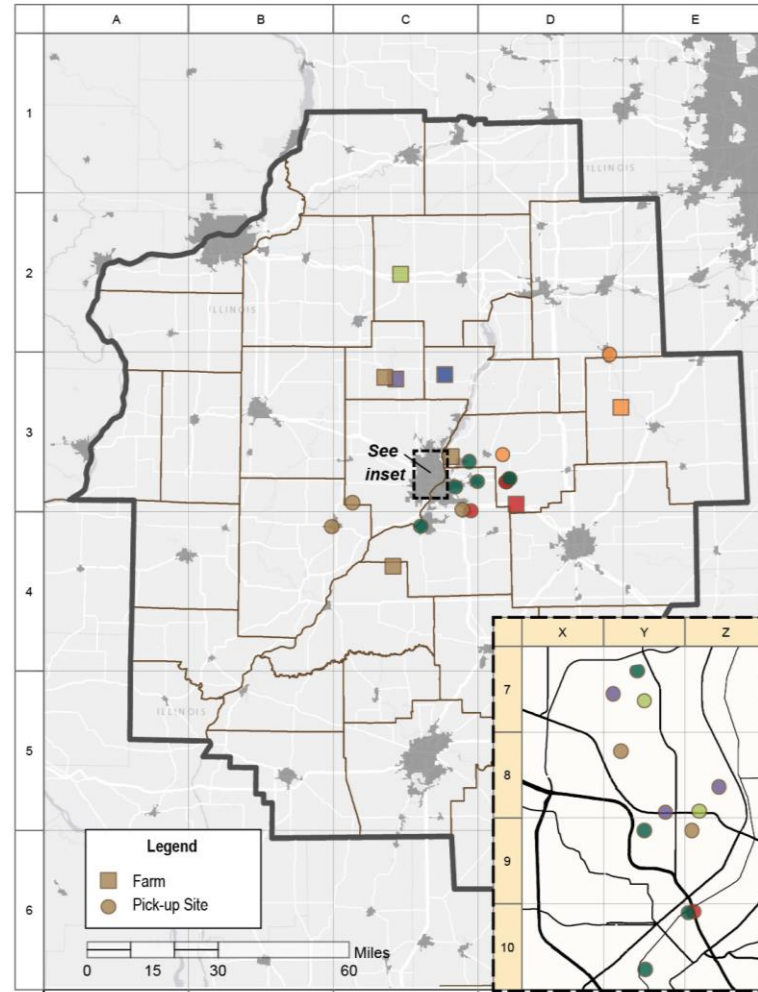
- Within 60 Miles of Peoria County
 - 2x preferred 30 mile driving radius for food aggregation
 - Avoids major urban areas of Chicago & St. Louis
 - Avoids fully duplicating previous Central Illinois Food System Assessments
- County is primary unit for Agricultural Data
- Multiple minor metropolitan areas compete for local foods

Print & Electronic Resource Guides

Greater Peoria Region: On Farm Sales

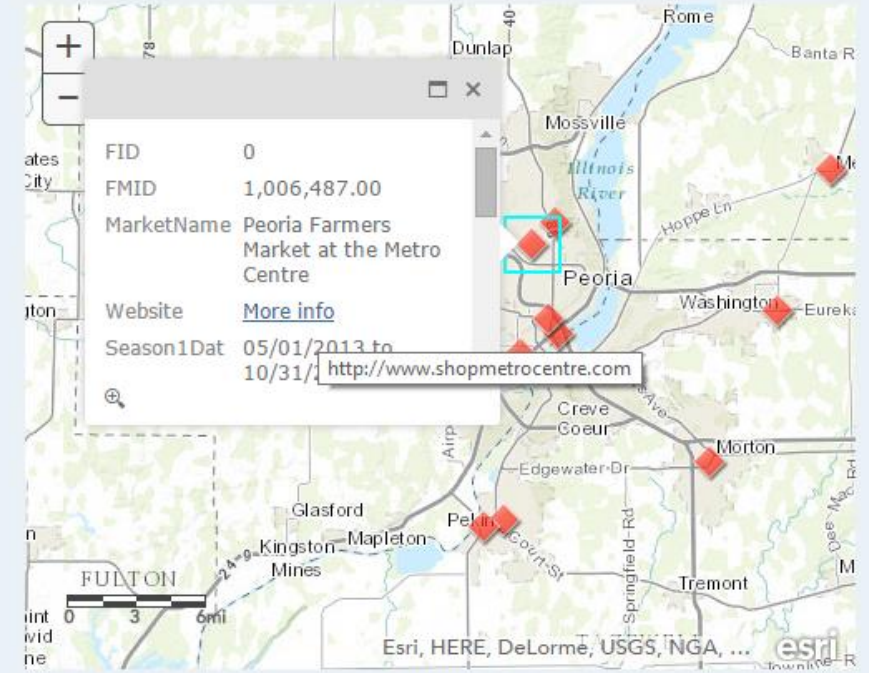


Peoria: CSA Farms & Pickup Locations



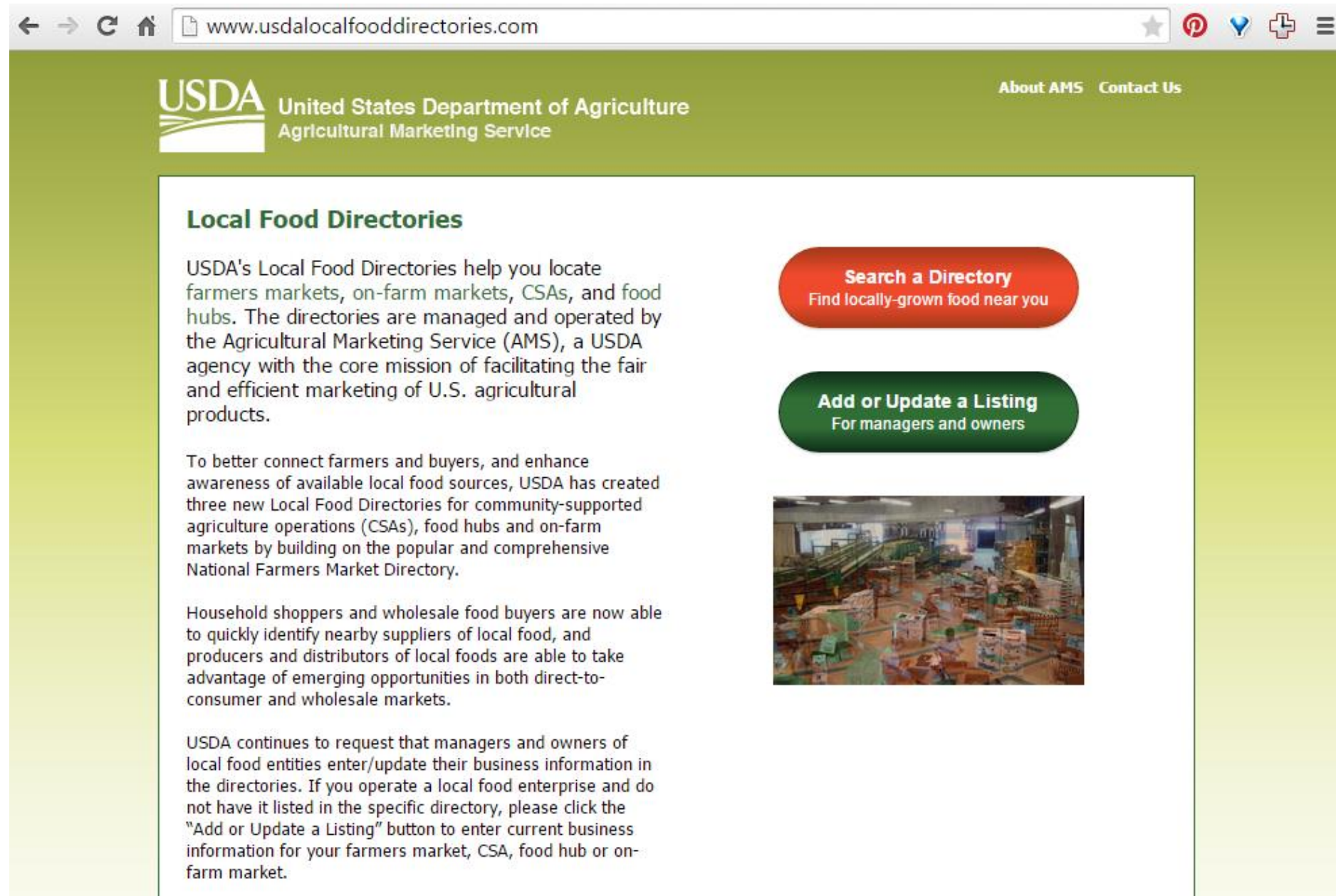
opportunities for growers to sell food directly to local residents, and they allow residents to purchase this map. Farmers Markets should be regularly scheduled. Short term markets, markets with only one day can be included on our Farm Stands map.

Please review the Farmers Market map below, and if something is missing, please let us know! The bottom of the page for you to enter information about local food resources in and around Peoria



Suggestion for Future Mapping Projects

(Aside)



← → ↻ 🏠 📄 www.usdalocalfooddirectories.com ★ 📌 📍 🛠️ ☰

USDA United States Department of Agriculture
Agricultural Marketing Service

About AMS Contact Us

Local Food Directories

USDA's Local Food Directories help you locate farmers markets, on-farm markets, CSAs, and food hubs. The directories are managed and operated by the Agricultural Marketing Service (AMS), a USDA agency with the core mission of facilitating the fair and efficient marketing of U.S. agricultural products.


To better connect farmers and buyers, and enhance awareness of available local food sources, USDA has created three new Local Food Directories for community-supported agriculture operations (CSAs), food hubs and on-farm markets by building on the popular and comprehensive National Farmers Market Directory.

Household shoppers and wholesale food buyers are now able to quickly identify nearby suppliers of local food, and producers and distributors of local foods are able to take advantage of emerging opportunities in both direct-to-consumer and wholesale markets.

USDA continues to request that managers and owners of local food entities enter/update their business information in the directories. If you operate a local food enterprise and do not have it listed in the specific directory, please click the "Add or Update a Listing" button to enter current business information for your farmers market, CSA, food hub or on-farm market.

Search a Directory
Find locally-grown food near you

Add or Update a Listing
For managers and owners



Economic Impact Assessments



Critical Analysis of Economic Impact Methodologies

By Ken Meter and Megan Phillips Goldenberg

A Selection from *Exploring Economic and Health Impacts of Local Food Procurement*

Research Team:
Lynch, MCP, MPH • Ken Meter, MPA • Grisel Robles-Schrader, MPA
Megan Phillips Goldenberg, MS • Elissa Bassler, MFA
Sarah Chusid, MPS • Coby Jansen Austin, MPH



Conclusion: “...any dollar allocated to performing economic impact measurements could have been equally well spent either launching local foods initiatives, or establishing economic strategies that actively create higher economic multipliers.”

Also: Studies do not account for affects of substitution local produce purchases on conventional retail outlets (USDA ERS “Trends in U.S. Local and Regional Food Systems: Report to Congress” (2015))

Midwest Regional Benchmarks:

“Heartland” Resource Area

- ~200 Counties share Peoria’s ERS classifications for Economic Specialization and level of Urbanization
- None are home to communities with local foods movements recognized in the literature
 - “Local foods” communities are larger/more urban, have a different economic base, or are located outside the Resource Area

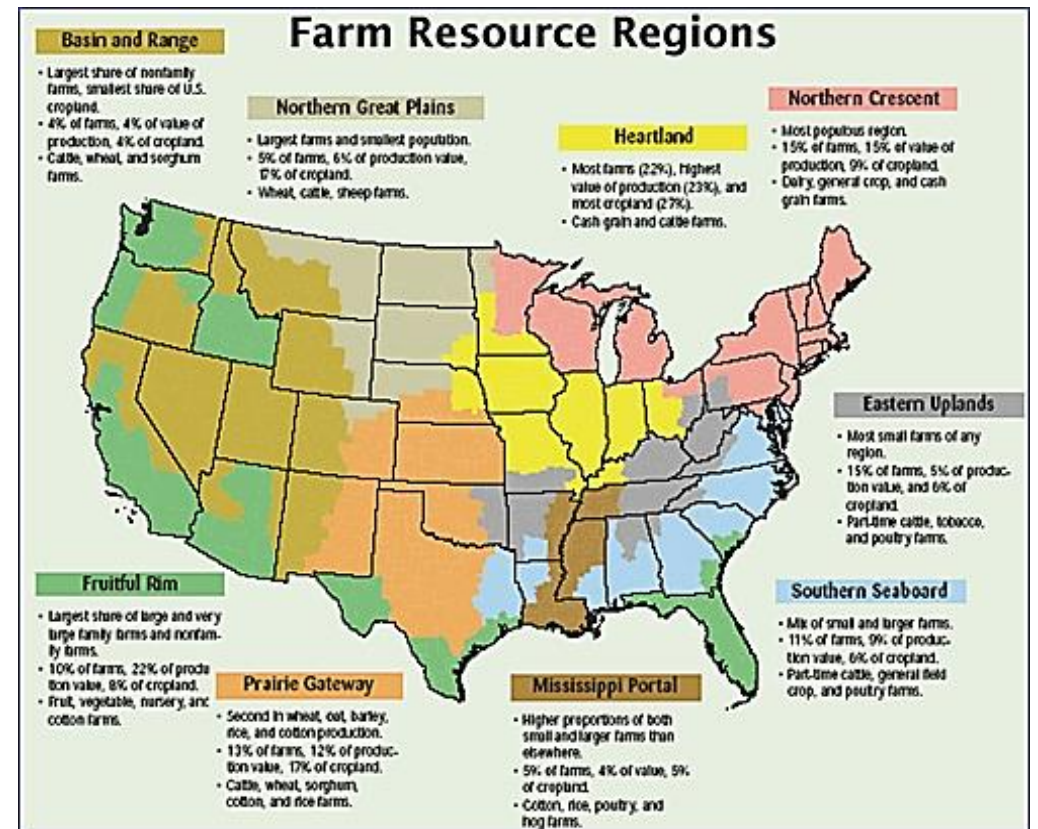
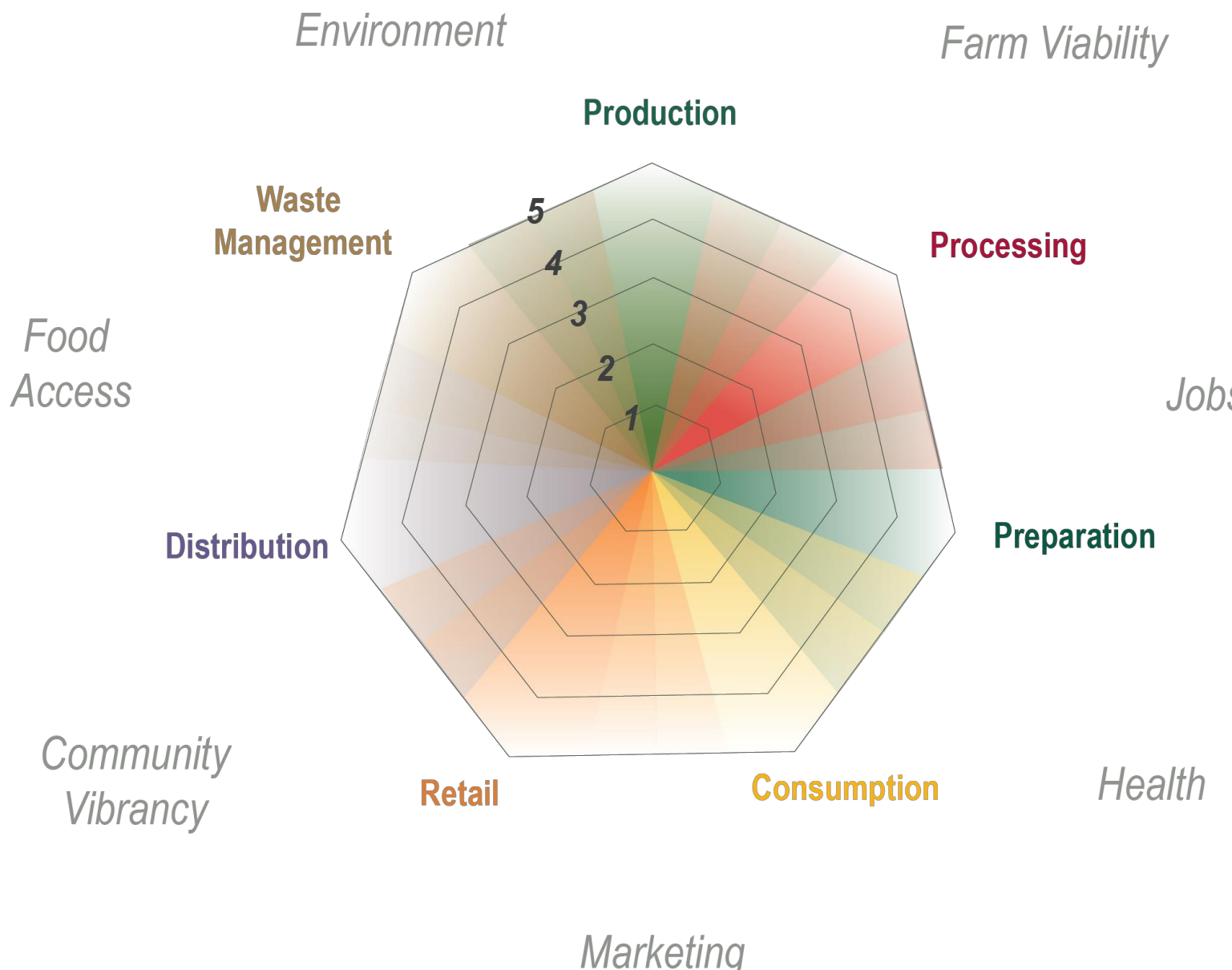


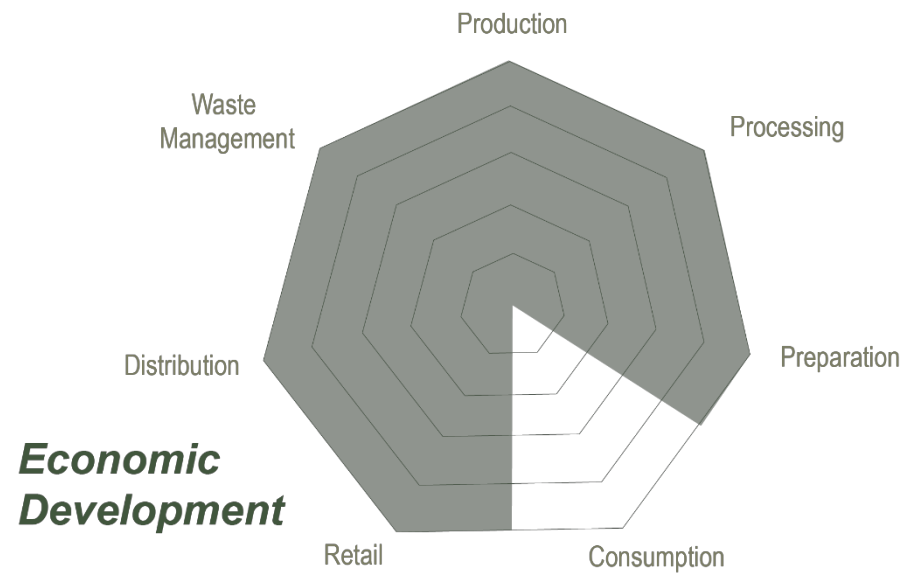
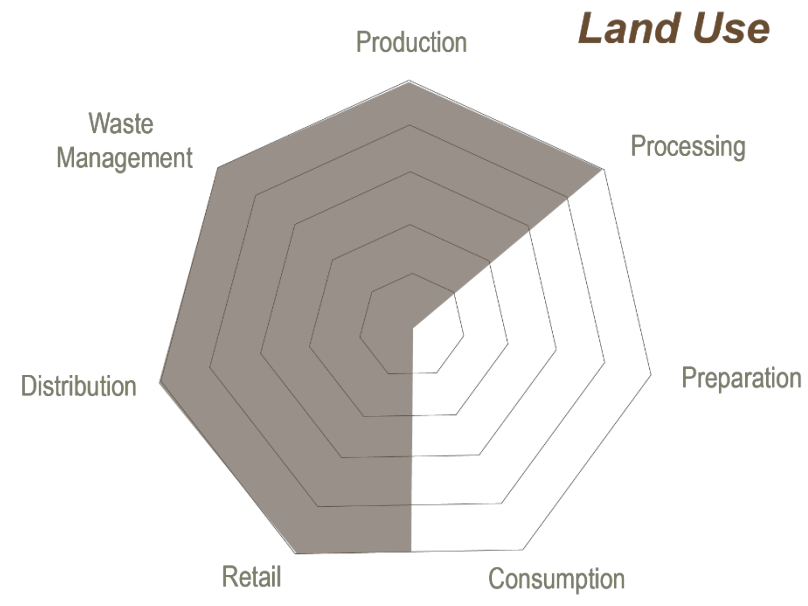
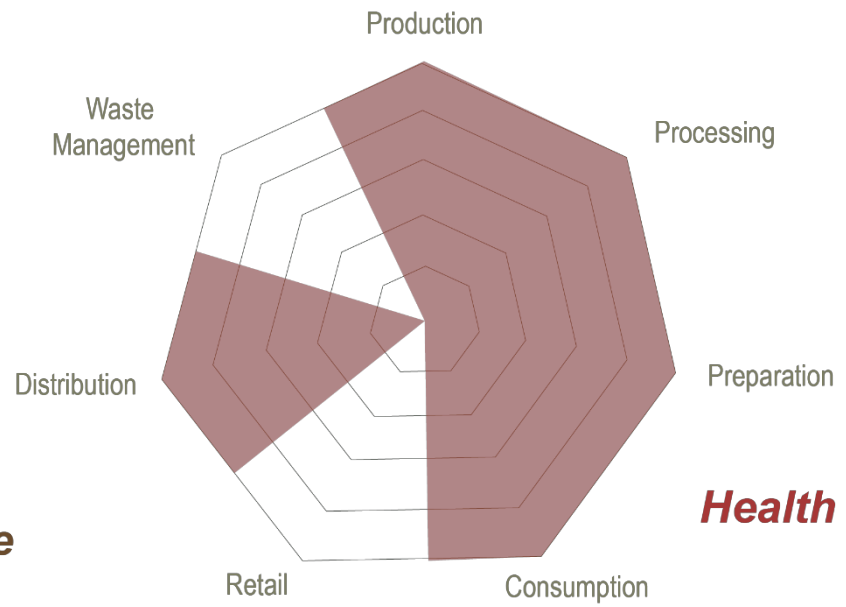
Figure 9: USDA ERS Farm Resource Classifications

Food System Benchmark Methods



- Component Ratings
1. No obvious attention
 2. Initial organizing
 3. Significant organizing
 4. Regional Leadership
 5. National Leadership

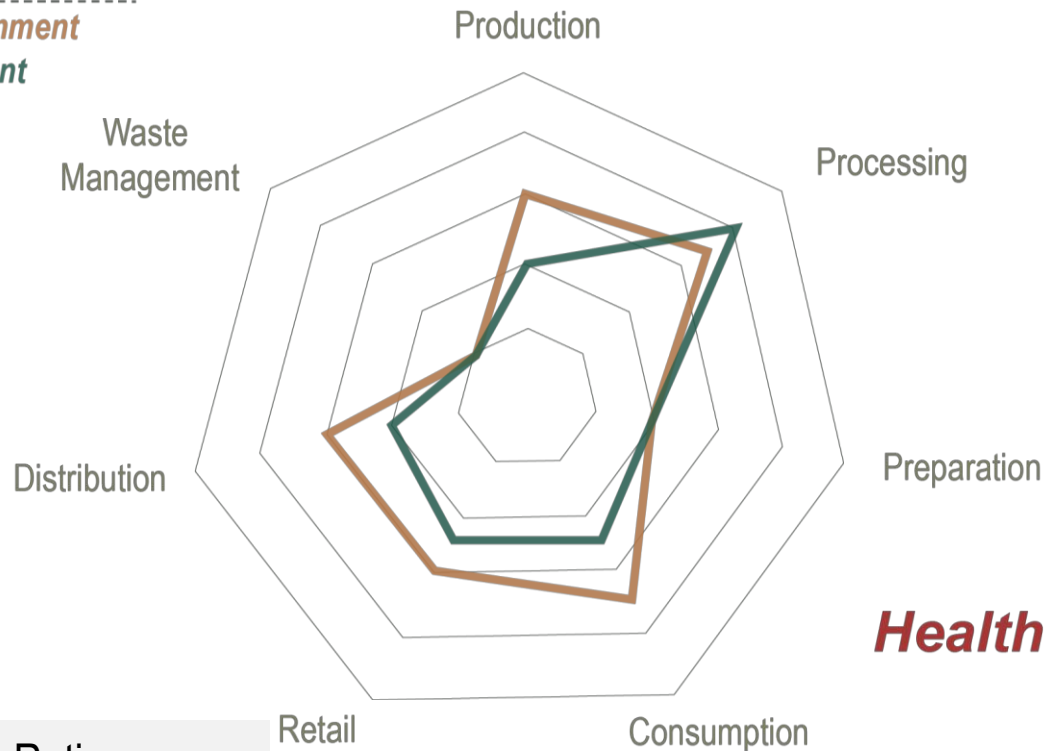
Development Typologies



Midwest Regional Benchmarks

Cedar Rapids, IA

Food System Actors
Nongovernment
Government



Indianapolis, IN

Food System Actors
Nongovernment
Government



Health

Health

Component Ratings

1. No obvious attention
2. Initial organizing
3. Significant organizing
4. Regional Leadership
5. National Leadership

Role of Local Government

- **Convene policy makers**
- **Connect local stakeholders**
- **Correct (local) market failures**
 - Asymmetry of information
 - Common pool resource management
 - Public health and safety oversight
- **Government Purchasing**

Social Network Map

Legend

Symbols

◆ “Local” Food Businesses

■ Conventional Food Businesses

● Group or Organization

○ Individual

Colors

Producers

Restaurants (All)

Retail Outlets

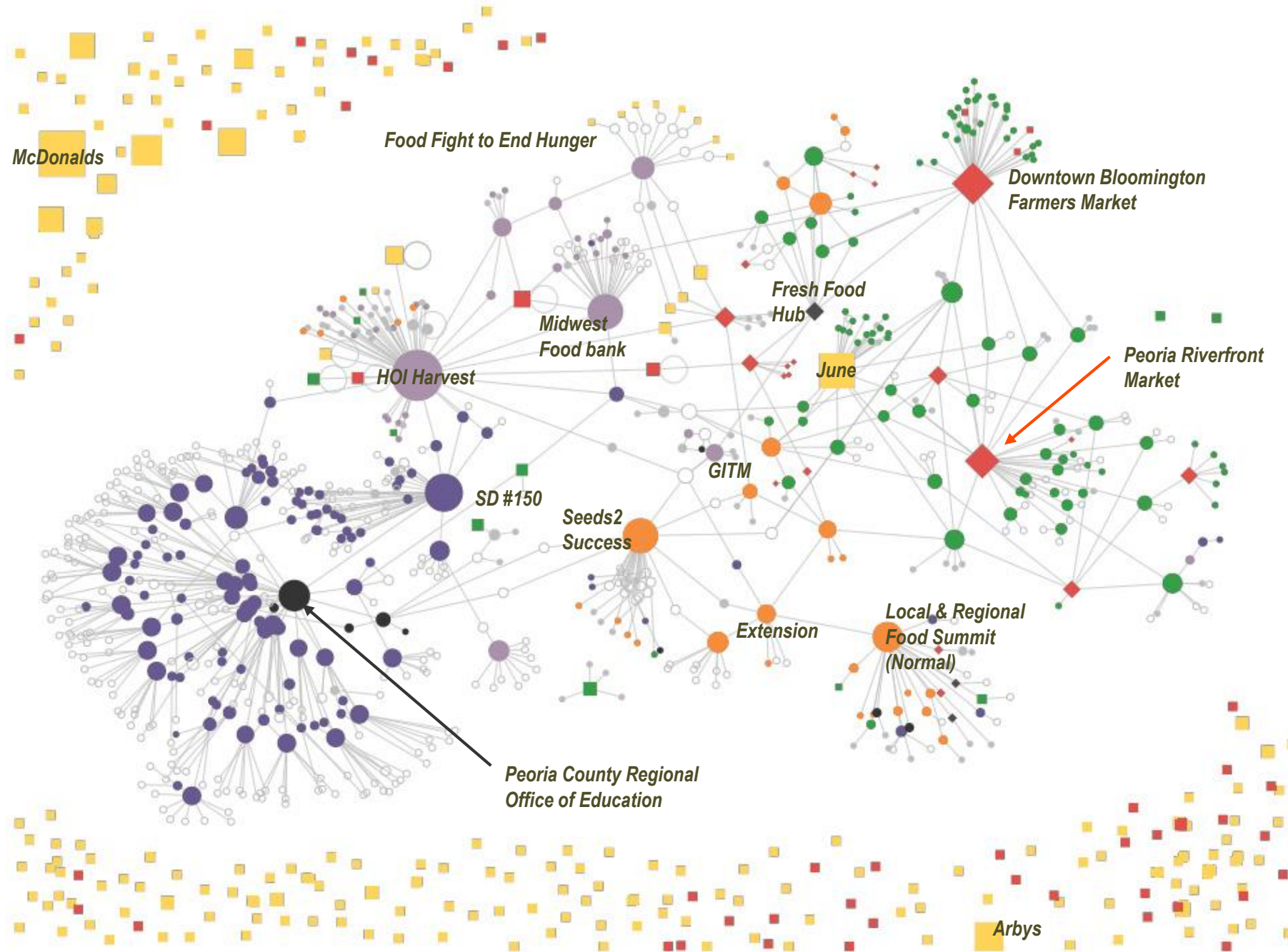
Technical Assistance / Education

Social Service

Government

Institutional Purchasers

Peoria Regional Food System Stakeholder Network



NodeXL_SocialNetwork_GOOD - Excel

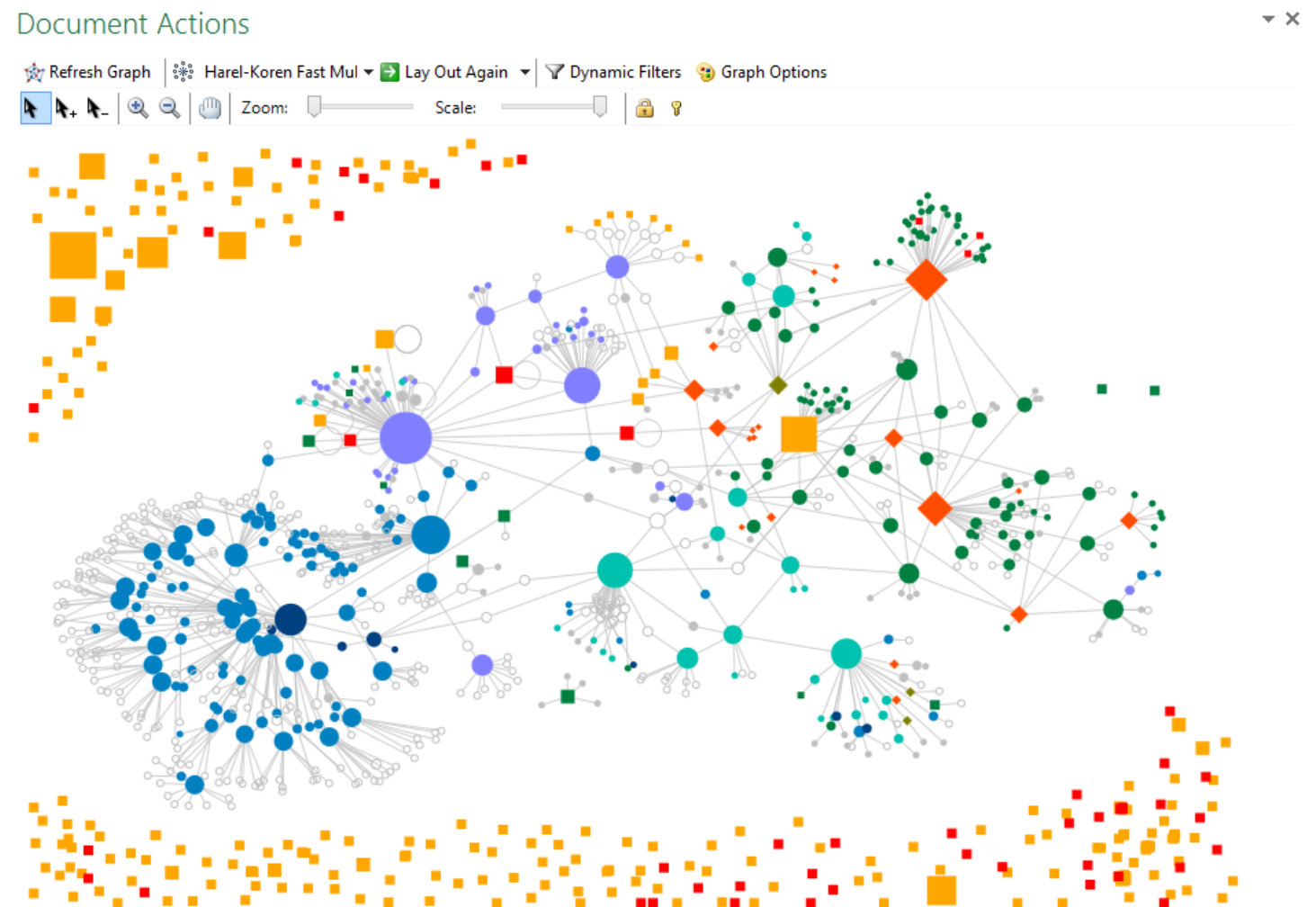
FILE HOME INSERT PAGE LAYOUT FORMULAS DATA REVIEW VIEW ACROBAT NodeXL DESIGN

Clipboard Font Alignment Number Styles Cells Editing

NodeXL Req... NodeXL Visu...
Normal Bad

AutoSum Fill Clear Sort & Find & Filter Select

	A	B	C
1	Top 10 Vertices, Ranked by Clustering Coefficient	Clustering Coefficient	
2	Hollis Grade School	1	
3	Darrick Reiley	1	
4	Prospect United Methodist	1	
5	Lee Ann Meinhold	1	
6	Food4All	1	
7	Joe Blessman	1	
8	Brimfield High School	1	
9	Kroger	0.5	
10	Monroe School	0.33333333	
11	Sangha Farms	0.33333333	
12			
13			
14	Top 10 Vertices, Ranked by Degree	Degree	
15	Heart of Illinois Harvest	58	
16	Downtown Bloomington Farmers Market	39	
17	Peoria Public Schools SD #150	31	
18	Midwest Food Bank	27	
19	Seeds2Success	27	
20	Peoria Riverfront Market	27	
21	June Restaurant	27	
22	Peoria County Regional Office of Education	22	
23	Local and Regional Food Summit	20	
24	Dunlap CUSD #323	12	
25			
26			
27	Top 10 Vertices, Ranked by Closeness Centrality	Closeness Centrality	
28	Dixons Sea Food	0.25	
29	Dixons Sea Food Indianapolis	0.142857	
30	Jim Dixon	0.142857	
31	Dixons Sea Food Des Moines	0.142857	
32	Dixons Sea Food St. Louis	0.142857	



Eat

HERE

*Greater Peoria
City Foods Report*

Recommendations

Food System Gaps: Stakeholder Connectivity

- Network analysis suggests opportunities for better cross-sector collaboration
- Food Policy Councils can address gaps
- Funding may be provided by member organizations (“dues”) and foundation grants



Indy Food Council Meeting

Food System Gaps: Waste Management

- Re-direction
 - Food Rescue organizations
- Repurposing
 - Value-added processing*
 - Alternative food products* (animal feed, etc.)
- Prevention
 - Education
- Recycling
 - Food Waste Digesters*
 - Composting*

**Possible economic opportunities*



Food System Gaps: Food Preservation

- Individual*
 - Food Sovereignty
- Commercial
 - Value Added & Pre-processed Products*
- Systems Approach
 - Requires connection between producers, distributors, retailers, consumers, and Public Health officials

**Possible economic opportunities*



Food System Gaps: Healthy Outcomes

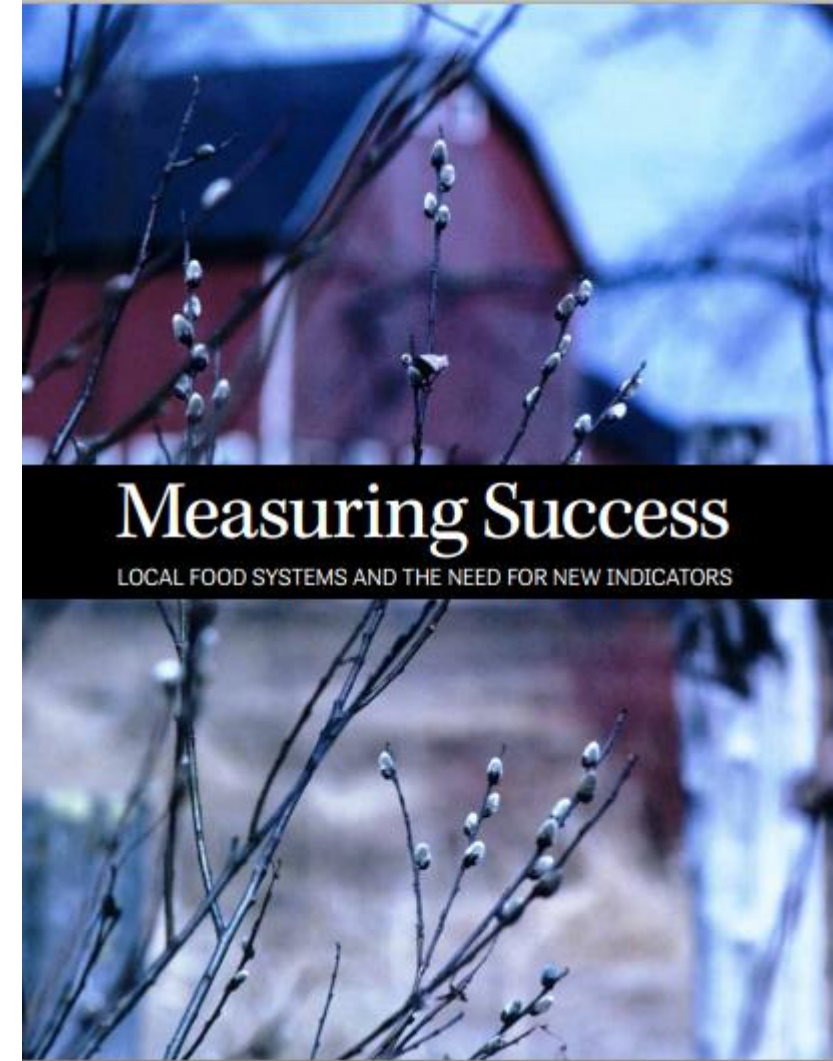
- Regional “Niche” for Peoria?
 - Strong healthcare system (with higher than average spending and morbidity rates)
 - “Bridge” between food security programming & local foods movement



Assessment Strategies

After the *Institute for Agriculture and Trade Policy* 2014 report: “Measuring Success”

- **Population-based Indicators**
 - “Airway, Breathing, Circulation” assessment of food system health
- **Intervention-based Indicators**
 - “Height, Weight, & Vital Signs” assessment
 - Project-specific surveys or health measures
 - Participatory Action Research
- **Individual Indicators**
 - “X-Ray or MRI”—specific diagnostic tool
 - E.g., Health food prescription, business plan & profitability audit



Favorites / Follow Up Resources

- Background Reading: [*The Town that Food Saved*](#) or [*Empires of Food*](#)
- Data Source/Mapping Engine: [USDA Local Food Directories](#)
Community-based food system development strategy
 - Oregon Food Bank's [FEAST Community Organizing](#) Program or [Appalachian Sustainable Agriculture Project](#)
- Websites:
 - All things Food System: [National Good Food Network](#) (... so many webinars...)
 - Health Food Policy Resources @ [Change Lab Solutions](#)
 - This Project: www.peoriafoodsystem.net 😊